

Highlights

Sales of Godrej Consumer Products Limited (GCPL) brands have increased by 8 per cent to Rs. 433.8 crore.

New Products launched during the year

- Godrej No.1 Ayurvedic Soap
- Godrej FairGlow Saffron Soap
- Copper Brown, Burgundy and Dark Mahogany Shades of Godrej ColourSoft Hair Colour
- Godrej Nupur Mehendi

GCPL improved its operating margin (profit before interest, depreciation and tax as a ratio of sales) to 17.4 per cent, (16.8 per cent in 2001-02) and net profit margin (net profit as a ratio of sales) to 11.4 per cent. (9.2 per cent in 2001-02)

The company earned an Economic Value Added (EVA) of Rs. 41.7 crore for 2002-03 (Rs.30.1 crore for 2001-02). EVA represents the value added to a company's investors — produced by generating operating profits in excess of the cost of capital employed in the business.

GCPL generated a Return On Capital Employed (ROCE) of 114.7 per cent in 2002-03 (89.6 per cent in 2001-02).

The Company earned a Return On Net Worth (RONW) of 117.6 per cent in 2002-03 (79.1 per cent in 2001-02).